



**SCOTTSDALE HUMAN RELATIONS COMMISSION  
PINNACLE TRAINING ROOM  
7575 EAST MAIN STREET  
SCOTTSDALE, ARIZONA 85251  
MONDAY, JULY 14, 2003**

**MINUTES**

**COMMISSIONERS PRESENT:** John Tutelman, Chair  
Dr. Joe Reynoso, Commissioner  
Ted Tyler, Commissioner  
Carol Padwe, Commissioner

**ABSENT:** Ken Culver, Vice Chair  
Veronica Moll, Commissioner  
Maura Saavedra, Commissioner

**STAFF PRESENT:** Velicia McMillan, Staff Liaison

**OTHERS PRESENT FOR ALL OR PORTIONS OF THE MEETING:**

Pat Dodds  
Davida Schiffman Smith

**CALL TO ORDER**

Chair Tutelman called the meeting to order at 5:15 p.m.

**ROLL CALL**

A formal roll call confirmed members present as stated above.

Ms. McMillan reported she received an email for Commissioner Saavedra stating she would be unable to attend tonight's meeting.

## **PROPOSED MARKETING STRATEGIES**

Mr. Dodds reported after he met with the Commission Ms. McMillan put together a marketing strategy. He further reported he took the liberty of adding his notes to the document in bold.

Mr. Dodds presented a proof of the SHRC brochure for the commissioners' review and approval. He noted that the brochure is still in draft form and may contain typos that will be corrected. He further noted that the brochure does not contain a direct link to the Commission's web site so they might want to add that.

Commissioner Tyler inquired if the pictures on the brochure are Scottsdale residents. Mr. Dodds replied in the affirmative.

Commissioner Padwe stated she felt the brochure should depict the image of what the majority of people in Scottsdale are. She further stated she felt an attractive blonde woman should be included on the brochure. Mr. Dodds stated that is a good point noting that anything the SHRC does receives incredible scrutiny when it comes to images. Ms. McMillan stated she understood Commissioner Padwe's point and they would try to strike more of a balance and they would find some other pictures.

Ms. McMillan requested that each of the commissioners goes through their copy and makes revisions and returns it to staff.

The Commission discussed the brochure and provided feedback on how the document could be improved.

Ms. McMillan stated staff would follow through with the Commission's suggestions regarding the brochure. She requested the Commission vote on the concept of the brochure with staff following through with their suggestions.

**CHAIR TUTELMAN MOVED TO ACCEPT THE BROCHURE SUBJECT TO THE EDITORIAL CHANGES AS SUGGESTED BY THE COMMISSION. SECOND BY COMMISSIONER TYLER AND PASSED UNANIMOUSLY.**

Mr. Dodds discussed the strategies for distributing the brochure and marketing SHRC programs and services. The purpose of the strategy is to create the message to be communicated, define the SHRC's target audience, and identify the various methods to disseminate the message.

Mr. Dodds stated he felt there should be some sort of materials regarding the SHRC advocacy process. Ms. McMillan stated they do have materials that could be sent out to the media.

Mr. Dodd requested information regarding who they want to receive the message. Ms. McMillan stated they do have a list but they need to add to it. Commissioner Padwe stated she felt they should have information that could be provided to people who intend to move here. Mr. Dodds stated they could contact the Board of Realtors and provide packets to individuals who are thinking about moving to Scottsdale. He further stated he would rely on the Commission to come up with a contact list for specific organizations they would like to target.

Mr. Dodd discussed the media they could use to get the message out and promote their events and advocacy process. He stated they could put together a half-hour interview show that could run on Channel 11. Commissioner Tyler stated if they could interview the moderator of the Color of Fear that would be a great way to promote the program. Ms. McMillan stated she would call him noting the cost might be substantial.

Mr. Dodd stated the Commission site is standardized and can't change much; but can link to a diversity page with same information as the brochure with supplemental information about events and dates.

Mr. Dodd stated when they have people show up to their meetings with complaints about how they are treated by someone in the community those are opportunities to attract media attention.

### **CHAIR REPORTS**

Chair Tutelman stated he has had an ongoing debate over the past few months with the Assistant Chief regarding what is a hate crime and what is not a hate crime. He further stated he felt it was time to get advice from a higher authority regarding the unmarked police vehicle that was vandalized back in April of 2000 while parked in a private residence. And the Sonoran Sky Elementary School incident where a swastika symbol had been spray painted on the asphalt in the parking lot and on the wall so he contacted the FBI Administrators on Hate Crime Reporting. He reported that he sent them facts on the two incidents and copies of the departmental reports. He passed out a copy of the letter he received back stating that the incident regarding the unmarked police vehicle that was vandalized would not be classified as a hate crime. The incident at the Sonoran Sky Elementary School would be classified as a hate crime.

Commissioner Tyler inquired if Chair Tutelman had passed this information along to the Police Department. Chair Tutelman replied he had not. Commissioner Tyler inquired if he planned on sending it. Chair Tutelman replied he did not have a plan now.

### **COMMISSIONER ITEMS**

Commissioner Padwe reported she represented the Commission at the Regional MLK meeting. There is going to be a unity walk and all of the cities are going to meet at Tempe Town Lake. She further reported they are going to use the multi-purpose trail as a

focal point. She noted the trail is 30 miles from end to end and they are going to break it up into 10 stations. She further noted they need to have a kick off person so if the commissioners have any suggestions to let her know. She remarked they also discussed giving a diversity award. A discussion ensued regarding possible speakers. Ms. McMillan stated they could find companies to sponsor each of the 10 stations and staff them with their employees.

Commissioner Padwe stated they are still working on the logistics of this event. She further stated they might want to market this as a Scottsdale United bike ride.

Ms. McMillan provided background information regarding how they became involved. She stated Tempe approached other cities in the Valley to participate in a regional MLK event on January 31<sup>st</sup> that would be sponsored by APS. Tempe is requesting having other cities contribute funds to participate in a unity walk. She remarked that she felt this event has the potential to attract a lot of people. A discussion ensued that this event could be marketed so that it has universal appeal. It was noted that attendance is often dictated by whoever the speaker is so the kick off speaker should have universal appeal.

Commissioner Padwe stated the kick off could be held at City Hall. Chair Tutelman stated they would also consider having the kick off at the Scottsdale Tempe border.

Commissioner Tyler reported on June 24<sup>th</sup> he met with the Scottsdale Chamber Board of Directors and discussed their program. He further reported that many important people in the business community attended, and they received very strong support. He noted on September 30<sup>th</sup> they have invited business people in the community who they know are diversity champions to attend the Unlearning Racism seminar with the hope they would become financial sponsors of the program.

Commissioner Tyler passed out a list of the companies that are recognized for their diversity noting that Nordstrom's is number 33 on the list.

### **OPEN CALL TO THE PUBLIC**

Davida Schiffman Smith stated earlier this month she had the opportunity to visit with some of the members on the Scottsdale Rural Metro staff that works on the equipment and they had indicated that they hardly knew the Chief of the Fire Department. She requested input from the Commission regarding whether they would recommend she speak to the Chief to let him know that there are employees that would like to know him and that they feel alienated and perhaps there is a way to forge a better relationship. Ms. McMillan stated Ms. Smith serves on that committee and they can provide her with handouts from the Unlearning Racism workshop to present to them and then let the committee decide how to proceed.

Ms. Smith reported on a security incident that she happen upon at the Scottsdale Osborn Police Station on July 5<sup>th</sup>. There was what appeared to be a small cattle prod in an open

security vehicle. She provided an overview of what occurred when she reported this incident to a woman working at the station with a foreign accent. Ms. Smith stated she advised this woman that this is not how things are handled in this Country. At which time she called security on Ms. Smith. Ms. Smith stated that subsequently she did have the opportunity to report this incident to the Police Chief.

Ms. McMillan inquired how can the SHRC help Ms. Smith. Ms. Smith stated she was concerned regarding the woman's response to her. Ms. McMillan stated the communications between Ms. Smith and this individual seemed to have broken down when Ms. Smith inferred she was not an American citizen and perhaps this individual was insulted by the comment. She noted it always best not to make assumptions when communicating with others because that breaks down the communications. Ms. Smith stated her main concern was regarding the open vehicle where a piece of equipment was left unattended. Ms. McMillan stated she felt the Police Chief would follow up on that.

#### **STAFF LIAISON ITEMS**

Ms. McMillan reported Gilbert is having a Community Dialogue Study Circle if any of the Commission members are interested in attending.

#### **ADJOURNMENT**

There being no further business to come before the Commission, being duly moved and seconded, the meeting was adjourned at 7:00 p.m.

Respectfully submitted,

“For the Record” Court Reporters.